

Supplemental Independent Expenditure Report

(Government Code Sections 84203.5)

SUPPLEMENTAL INDEPENDENT EXPENDITURE

Type or print in ink.
Amounts may be rounded
to whole dollars.

Report covers period

Date Stamp
3/31/2010

CALIFORNIA
FORM **465**

SEE INSTRUCTIONS ON REVERSE

Amendment No 000

Report No 148902-158

☐ **Amendment** (Explain Below)

from 2/28/2010

through 3/27/2010

Date of election if applicable:
(Month, Day, Year)

4/13/2010

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For Official Use Only

1. Committee/Filer Information

I.D. NUMBER (if recipient committee)
1233321

COMMITTEE/FILER'S NAME

California Dental Association Independent Expenditure PAC

STREET ADDRESS (NO P.O. BOX)

CITY	STATE	ZIP CODE	AREA CODE/PHONE
<u>Sacramento</u>	<u>CA</u>	<u>95814</u>	<u>(916)443-0505</u>

OPTIONAL: FAX/E-MAIL ADDRESS

Treasurer (If recipient committee)

NAME OF TREASURER

Craig Noblett DDS

MAILING ADDRESS

CITY	STATE	ZIP CODE	AREA CODE/PHONE
<u>Sacramento</u>	<u>CA</u>	<u>95814</u>	<u>(916) 443-0505</u>

OPTIONAL: FAX/E-MAIL ADDRESS

2. Name of Candidate or Measure Supported or Opposed

NAME OF CANDIDATE

Bill Emmerson

OFFICE SOUGHT OR HELD AND DISTRICT, IF APPLICABLE

State Senator District 37

CHECK ONE

SUPPORT	OPPOSE
<input checked="" type="checkbox"/>	<input type="checkbox"/>

NAME OF BALLOT MEASURE

BALLOT NO./LETTER

JURISDICTION

3. Independent Expenditures Made

Attach additional information on appropriately labeled continuation sheets.

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN.1 - DEC.31)
3/2/2010	The Justin Company Sacramento, CA 95818	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings	\$23,493.29	\$337,882.07
3/2/2010	Strong & Associates, Inc. Sacramento, CA 95811	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$20,878.19	\$0.00
3/2/2010	Meta Information Services, Inc. Sacramento, CA 95814	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$907.04	\$0.00

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3/2/2010	Nouveau Richards Productions Tarzana, CA 91356	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs	\$15,000.00	\$337,882.07
3/4/2010	Multi Media Services, Corp. Alexandria, VA 22314	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs	\$47,130.00	\$337,882.07
3/4/2010	National Cable Communications Chevy Chase, MD 20815	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$10,186.40	\$0.00

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3/4/2010	KESQ-TV Television Station/ABC Palm Desert, CA 92211	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$12,431.25	\$0.00
3/4/2010	KPSP-TV Television Station/CBS Thousand Palms, CA 92276	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$9,732.50	\$0.00
3/4/2010	KMIR-TV Television Station/NBC Palm Desert, CA 92260	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$5,312.50	\$0.00

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3/4/2010	KDFX-TV Television Station/Fox Palm Desert, CA 92211	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$1,351.50	\$\$.00
3/4/2010	The Justin Company Sacramento, CA 95818	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings	\$24,843.29	\$337,882.07
3/4/2010	Strong & Associates, Inc. Sacramento, CA 95811	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$20,878.19	\$\$.00

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3/4/2010	Meta Information Services, Inc. Sacramento, CA 95814	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$2,080.96	\$\$.00
3/11/2010	Multi Media Services, Corp. Alexandria, VA 22314	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs	\$34,130.00	\$337,882.07
3/11/2010	National Cable Communications Chevy Chase, MD 20815	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$10,186.40	\$\$.00

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3/11/2010	KESQ-TV Television Station/ABC Palm Desert, CA 92211	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$7,331.25	\$0.00
3/11/2010	KPSP-TV Television Station/CBS Thousand Palms, CA 92276	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$6,043.50	\$0.00
3/11/2010	KMIR-TV Television Station/NBC Palm Desert, CA 92260	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$2,741.25	\$0.00

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3/11/2010	KDFX-TV Television Station/Fox Palm Desert, CA 92211	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs - Bill Emmerson; SD37	\$1,377.00	\$0.00
3/11/2010	Studio Z Recording, Inc. Sacramento, CA 95819	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs	\$350.00	\$337,882.07
3/12/2010	The Justin Company Sacramento, CA 95818	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings	\$24,585.77	\$337,882.07

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3/12/2010	Strong & Associates, Inc. Sacramento, CA 95811	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$21,328.19	\$\$.00
3/12/2010	Meta Information Services, Inc. Sacramento, CA 95814	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$1,407.03	\$\$.00
3/16/2010	The Justin Company Sacramento, CA 95818	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings	\$24,426.22	\$337,882.07

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3/16/2010	Meta Information Services, Inc. Sacramento, CA 95814	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$1,718.29	\$0.00
3/18/2010	Multi Media Services, Corp. Alexandria, VA 22314	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs	\$34,130.00	\$337,882.07

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3/18/2010	KESQ-TV Television Station/ABC Palm Desert, CA 92211	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs; Bill Emmerson; SD37	\$7,331.25	\$0.00
3/18/2010	KPSP-TV Television Station/CBS Thousand Palms, CA 92276	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs; Bill Emmerson; SD37	\$6,043.50	\$0.00

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3/18/2010	KDFX-TV Television Station/Fox Palm Desert, CA 92211	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs; Bill Emmerson; SD37	\$1,377.00	\$0.00
3/20/2010	The Justin Company Sacramento, CA 95818	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings	\$27,165.86	\$337,882.07

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3. Independent Expenditures Made

Attach additional information on appropriately labeled continuation sheets.

CUMULATIVE TO DATE
CALENDAR YEAR
(JAN.1 - DEC.31)

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN.1 - DEC.31)
3/23/2010	Strong & Associates, Inc. Sacramento, CA 95811	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$23,786.00	\$.00
3/23/2010	Meta Information Services, Inc. Sacramento, CA 95814	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$1,265.66	\$.00
3/23/2010	Studio Z Recording, Inc. Sacramento, CA 95819	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs	\$1,360.88	\$337,882.07

Supplemental Independent Expenditure Report

(Government Code Sections 84203.5)

SUPPLEMENTAL INDEPENDENT EXPENDITURE

Type or print in ink.
Amounts may be rounded
to whole dollars.

Report covers period

Date Stamp
3/31/2010

CALIFORNIA
FORM **465**

from 2/28/2010

through 3/27/2010

Date of election if applicable:
(Month, Day, Year)

4/13/2010

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For Official Use Only

SEE INSTRUCTIONS ON REVERSE

Amendment No 000

Report No 148902-158

☐ Amendment (Explain Below)

1. Committee/Filer Information

I.D. NUMBER (if recipient committee)

Treasurer (If recipient committee)

COMMITTEE/FILER'S NAME

NAME OF TREASURER

STREET ADDRESS (NO P.O. BOX)

MAILING ADDRESS

CITY STATE ZIP CODE AREA CODE/PHONE

CITY STATE ZIP CODE AREA CODE/PHONE

OPTIONAL: FAX/E-MAIL ADDRESS

OPTIONAL: FAX/E-MAIL ADDRESS

2. Name of Candidate or Measure Supported or Opposed

CHECK ONE

NAME OF CANDIDATE

OFFICE SOUGHT OR HELD AND DISTRICT, IF APPLICABLE

SUPPORT

OPPOSE

NAME OF BALLOT MEASURE

BALLOT NO./LETTER

JURISDICTION

SUPPORT

OPPOSE

3. Independent Expenditures Made

Attach additional information on appropriately labeled continuation sheets.

CUMULATIVE TO DATE
CALENDAR YEAR
(JAN.1 - DEC.31)

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN.1 - DEC.31)
3/25/2010	Multi Media Services, Corp. Alexandria, VA 22314	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Radio, T.V. or Cable Airtime and Production Costs	\$40,630.00	\$337,882.07
3/25/2010	National Cable Communications Chevy Chase, MD 20815	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs; Bill Emmerson; SD37	\$10,186.40	\$0.00
3/25/2010	KESQ-TV Television Station/ABC Palm Desert, CA 92211	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs; Bill Emmerson; SD37	\$7,161.25	\$0.00

Supplemental Independent Expenditure Report

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CUMULATIVE TO DATE
CALENDAR YEAR
(JAN.1 - DEC.31)

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN.1 - DEC.31)
3/25/2010	KPSP-TV Television Station/CBS Thousand Palms, CA 92276	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs; Bill Emmerson; SD37	\$5,822.50	\$.00
3/25/2010	KMIR-TV Television Station/NBC Palm Desert, CA 92260	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs; Bill Emmerson; SD37	\$2,635.00	\$.00
3/25/2010	KDFX-TV Television Station/Fox Palm Desert, CA 92211	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS T.V. or Cable Airtime and Production Costs; Bill Emmerson; SD37	\$1,776.50	\$.00

Supplemental Independent Expenditure Report

(Government Code Sections 84203.5)

SUPPLEMENTAL INDEPENDENT EXPENDITURE

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from 2/28/2010

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Page 15 of 17

For Official Use Only

1. Committee/Filer Information

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OFFICE SOUGHT OR HELD AND DISTRICT, IF APPLICABLE

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CUMULATIVE TO DATE
CALENDAR YEAR
(JAN.1 - DEC.31)

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN.1 - DEC.31)
3/25/2010	KPSI-AM Radio Station Palm Springs, CA 92262	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Radio Airtime and Production Costs; Bill Emmerson; SD37	\$2,850.00	\$.00
3/25/2010	KNWZ-AM Radio Station Palm Springs, CA 92262	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Radio Airtime and Production Costs; Bill Emmerson; SD37	\$1,190.00	\$.00
3/27/2010	The Justin Company Sacramento, CA 95818	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings	\$26,006.76	\$337,882.07

Supplemental Independent Expenditure Report

(Government Code Sections 84203.5)

SUPPLEMENTAL INDEPENDENT EXPENDITURE

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Report covers period

Date Stamp
3/31/2010

CALIFORNIA
FORM **465**

from 2/28/2010

through 3/27/2010

Date of election if applicable:
(Month, Day, Year)

4/13/2010

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For Official Use Only

SEE INSTRUCTIONS ON REVERSE

Amendment No 000

Report No 148902-158

☐ Amendment (Explain Below)

1. Committee/Filer Information

I.D. NUMBER (if recipient committee)

Treasurer (If recipient committee)

COMMITTEE/FILER'S NAME

NAME OF TREASURER

STREET ADDRESS (NO P.O. BOX)

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CITY STATE ZIP CODE AREA CODE/PHONE

CITY STATE ZIP CODE AREA CODE/PHONE

OPTIONAL: FAX/E-MAIL ADDRESS

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2. Name of Candidate or Measure Supported or Opposed

CHECK ONE

NAME OF CANDIDATE

OFFICE SOUGHT OR HELD AND DISTRICT, IF APPLICABLE

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BALLOT NO./LETTER

JURISDICTION

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3. Independent Expenditures Made

Attach additional information on appropriately labeled continuation sheets.

CUMULATIVE TO DATE
CALENDAR YEAR
(JAN.1 - DEC.31)

DATE	NAME AND ADDRESS OF PAYEE	DESCRIPTION OF EXPENDITURE	AMOUNT	CUMULATIVE TO DATE CALENDAR YEAR (JAN.1 - DEC.31)
3/27/2010	Strong & Associates, Inc. Sacramento, CA 95811	INDEPENDENT EXPENDITURES SUPPORTING / OPPOSING OTHERS Campaign Literature and Mailings; Bill Emmerson; SD37	\$23,786.00	\$.00

Supplemental Independent Expenditure Report

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SUPPLEMENTAL INDEPENDENT EXPENDITURE

Report covers period		CALIFORNIA FORM 465
from	2/28/2010	
through	3/27/2010	Page 17 of 17

SEE INSTRUCTIONS ON REVERSE

NAME OF FILER

California Dental Association Independent Expenditure PAC

I.D. NUMBER (If recipient com.)

1233321

4. Summary

1. Total independent expenditures made of \$100 or more this period. (Part 3.).....	\$323,252.07
2. Total independent expenditures under \$100 made this period. (Not itemized.).....	\$0.00
3. Total independent expenditures made this period (Add Lines 1 + 2.)..... TOTAL	\$323,252.07

5. Filing Officers

Enter the name and address of each filing officer with whom the filer's most recent campaign statements (Form 450, 460 or 461) have been filed.

1) NAME OF FILING OFFICER

Secretary of State

ADDRESS (NO. AND STREET)

CITY STATE ZIP CODE

Sacramento CA 95814

2) NAME OF FILING OFFICER

Registrar of Voters - Riverside County

ADDRESS (NO. AND STREET)

CITY STATE ZIP CODE

Riverside CA 92507

3) NAME OF FILING OFFICER

ADDRESS (NO. AND STREET)

CITY STATE ZIP CODE

4) NAME OF FILING OFFICER

ADDRESS (NO. AND STREET)

CITY STATE ZIP CODE

6. Verification

I have used all reasonable diligence in preparing and reviewing this statement and to the best of my knowledge the information contained herein and in the attached schedules is true and complete. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on 3/30/2010
DATE

Executed on
DATE

Executed on
DATE

Executed on
DATE

By Spinelli Spinelli Spinelli Spinelli
SIGNATURE OF TREASURER OR ASSISTANT TREASURER

By
SIGNATURE OF CONTROLLING OFFICEHOLDER, CANDIDATE, STATE MEASURE PROPONENT OR RESPONSIBLE OFFICER OF SPONSOR

By
SIGNATURE OF CONTROLLING OFFICEHOLDER, CANDIDATE, STATE MEASURE PROPONENT

By
SIGNATURE OF CONTROLLING OFFICEHOLDER, CANDIDATE, STATE MEASURE PROPONENT